

REMARKS/ARGUMENTS

In view of the remarks herein, favorable reconsideration and allowance of this application are respectfully requested. Claims 48-56 are pending for further examination.

Applicant notes the objection to the declaration and is in the process of getting a new declaration from the inventor. The new declaration will be filed to supplement this response as soon as it is available.

Claims 48-56 stand rejected under 35 USC 102 as allegedly being anticipated by Discount Store News "New Policy System Can Pare Suspect Returns, Cut Losses," Discount Store News, Lebhar-Friedman Inc., January 1, 1996, 2 pages (hereinafter "Discount Store News"). The Examiner previously requested that Applicant provide comments on the differences between the cited reference and the currently claimed invention. In response, Applicant provided remarks in the response dated October 3, 2005. In response, the Examiner pointed out that he disagreed with Applicant's comments on the differences between the claims and the cited reference. Upon review, Applicant realized that the primary distinguishing features of the claimed invention were not clearly identified to the Examiner in the previous response. Thus, Applicant requests that the Examiner consider the substitute remarks below with respect to the patentability of the instant claims.

In the previous response, Applicant pointed out that Discount Store News did not "describe the post-sale registration process defined in independent claim 48." However, Applicant inadvertently quoted the wrong portion of the claim that is directed to this distinguishing feature. Applicant now directs the Examiner to the last paragraph of claim 48 that is directed to a post-sale registration procedure. More particularly, claim 48 requires, *inter alia*, that "said first information processing system includes a customer interface that enables a

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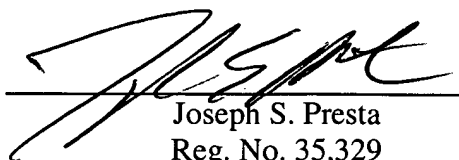
purchaser of a purchased product that has been registered in said product registration database to enter a unique product identifier for a purchased product and purchaser identification information which identifies the purchaser of the purchased product, said first information processing system being operable to store said purchaser information in said product registration database in association with said product information based on said unique product identifier." This feature is not taught or suggested by the cited prior art.

Applicant respectfully submits that claims 49-56 are allowable at least based on their dependence from allowable independent claim 48. Thus, it is believed that this rejection has been overcome.

In view of the remarks herein, favorable reconsideration and allowance of this application are respectfully. Should the Examiner have any questions, he is invited to call the undersigned attorney at the phone number below.

Respectfully submitted,

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